Tourism

Business Career Center Fast Facts

Tourism management and development combines marketing and economic development, with emphasis on managerial understanding to promote smooth operations. The combination of skills acquired from exposure to both business and tourism courses will make these graduates more marketable and productive in their functions.

The W. P. Carey business degree in tourism offers students an excellent opportunity to concentrate on the travel and tourism industry – the largest employer in the world and second-largest industry in Arizona. There is global need for trained professionals who are able to plan, develop, manage, provide quality service, and research support for the industry to ensure its sustainable growth and development.

Average tourism salaries will vary greatly due to location, company, industry, and experience, but are expected to range from $30,000 to $50,000 for new W. P. Carey graduates.

Pursue diverse career opportunities

- Airline reservations specialist
- Community relations and tourism development
- Cruise ship activities director
- Director of tourism
- Hotel management
- Incentive travel manager
- Marketing manager
- Meetings and convention planner
- Policy analyst
- Public relations manager
- Special events coordinator
- Transportation agent

Map your future in tourism

Meetings and convention planner
Arrange, manage, and promote activities to provide for the meetings and convention business. Negotiate contracts, make hotel and conference room reservations, and find possible accommodations and activities. Specify the type, scope, and budget of the convention and promote the event to potential participants. Work with convention center planners as needed.

Hotel management
Be responsible for daily management of hotel and staff. Plan, organize, and direct all hotel services. Prepare and manage budgets and financial plans, and promote and market the business. Maintain statistical and financial records. Recruit, train, and monitor staff. Deal with customer complaints and comments, and meet and greet customers.

Public relations manager
Direct publicity program to promote the organization and its success to various audiences, such as consumers, stockholders, or the general public. Use all available communication media to maintain support and awareness from target group. Build strong relationships with clients and media professionals.

Community relations and tourism development
Utilize marketing and sales roles to promote the destination to a group tour market while working with local businesses to develop tourism products and packaging. Work with all tourism-related entities both within the community and outside the region. Market and package the destination, as well as plan and implement networking events for stakeholders. Spend approximately 50 percent of time outside of the office meeting with the community. Minimal travel outside the area may be required to attend trade shows.
Add Value to Your Degree

As a W. P. Carey student, your classroom experience is just one part of your preparation for a successful career. A variety of extracurricular opportunities provide you with practical, real-world experiences to complement your classroom studies.

National Association for Catering and Events
phoenixnace.com

The student chapter program of the National Association for Catering and Events was formed to help future catering and event professionals begin developing relationships with professionals already established in the industry and acquire skills for their professional careers. This organization also serves to introduce students to a professional organization through participation in local chapters. Our chapter specifically strives to introduce students into the world of Catering and Events at a professional level. We want to give our members the chance to facilitate their own events while developing their professional skills.

Meeting Professionals International (MPI)
mpiweb.org

MPI is a professional membership organization for corporate, association, and independent meeting planners. Membership in a MPI chapter will provide an education and networking link between members in a specific locality.

Contact

Visit wpcarey.asu.edu/sos to schedule an appointment with your advisor or career coach.